

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Gary B. Robinson	Art Unit	: 3622
Serial No.	: 09/893,748	Examiner	: Jeffrey D. Carlson
Filed	: June 29, 2001	Conf. No.	: 3348
Title	: AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE WEB ADVERTISING		

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF MARCH 5, 2010

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 12 of this paper.